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From: Drobo
Sent: Wed 6/7/2017 7:38:49 PM
Subject: The Two Year Mark- Letter from Drobo CEO, Mihir Shah

The Two Year Mark - Drobo CEO Letter

Dear Valued Customer, Partners, and Drobots,

May 15, 2017 was a big day for Drobo. It marks the two-year anniversary of Drobo as an independent company and my two-year journey as CEO.

I want to take this opportunity to express my sincerest gratitude to all who have made this journey exciting and share my reflections over the past 2 years.

Two-Year Highlights

At Drobo, simplicity is at the heart of everything we do. Over the past two years, we have launched 5 new products, including the B810n, B810i, 5Dt, 5C, and 5N2. These innovative products are based on our patented BeyondRAID® software, providing storage easy enough for anyone to use.

We also launched a series of DroboApps to make your life easier. DroboAccess turns your Drobo into your very own private cloud and DroboPix secures, protects and wirelessly transfers your phone's photos and videos to a Drobo NAS, while eliminating those pesky, monthly charges from your cloud storage provider. We also integrated our DroboDR (DR = Disaster Recovery) technology to our consumer product line, allowing a seamless backup from your primary Drobo to a second off-site Drobo.

In addition to products, we are implementing improvements to customer support and enhancing the overall customer experience. I am proud to say, all of the Drobo products, starting from the 5N2, will now include a standard two-year warranty, which doubles the previous warranty. While we have made tremendous strides in the customer experience, there is still much work to do in this area. I am extremely focused on this aspect of the business.

We have made tremendous investments in expanding our business overseas, including hiring sales people, recruiting business partners, and providing local level translations of our software and marketing campaigns. As a result, we have seen significant growth in Europe, Japan, India and China.

Looking Forward

I am extremely proud of our accomplishments, as we are committed to delivering the products and experience that is expected of Drobo. There is no doubt we have experienced ups and downs over the last 2 years in this journey, however, our successes would not have been possible without the support of our fans, customers, partners, and team members. For this, I express my deepest gratitude.

Drobo Blog

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